

JOB DESCRIPTION	
Title: Retention Marketing Director	Location: Remote
Reports to: Sr. Director of Ignite Player Marketing	Last Revision Date: May 31, 2022

Overview Summary

Do you want to be part of an exciting industry and work in a dynamic, interactive workplace? Are you interested in a role that allows you to integrate your love of igaming and marketing? Do you like knowing the work you do helps raise revenue for good causes? Then we have the job for you.

This position will provide the excitement of a high-tech, start-up company with fast-paced, challenging work and tremendous career growth potential. This is an opportunity to work with a leading provider of internet lottery, igaming, and sportsbook solutions during one of the most transformative times in the industry.

NeoPollard Interactive (NPI), North America's leading provider of innovative iLottery solutions, seeks a **RETENTION MARKETING DIRECTOR**. The Director will oversee all retention marketing efforts across NeoPollard's five iLottery partners and drive all retention efforts (email, SMS) along the user journey (first time depositors, current and lapsed customers) to improve customer satisfaction and increase lifetime player value. Actively partners with regional Marketing Managers to develop strategies to attain specific customer KPIs.

If you are interested in this opportunity, please apply online at:

<https://neopollard.hire.trakstar.com/jobs/fk022hh>

Responsibilities

As the Director of Retention Marketing, you will drive our digital customer engagement and retention strategy. Reporting to the Sr. Director of Ignite Player Marketing, you will devise engagement and retention strategies and drive execution that results in elevated lifetime player value. This is a hands-on position working cross-functionally with the regional Marketing Managers as well as with Acquisition, Product, Players Service Center and Analytics colleagues to build data-driven strategies and tactics to improve customer retention. The ideal candidate will have a solid understanding of digital CRM tools as well as bonusing strategies and act as the key subject matter expert internally and thought leader for our external B2B customers.

Marketing Strategy and Execution

- Leads the strategy, development, and execution of marketing initiatives to optimize conversion and player retention with personalized segments and promotional tools, including the build out of longer automated player journeys.

- Oversees the development, execution and analysis of iLottery, iCasino/iGaming and sports betting campaigns, including offer management and communication, member segmentation, and behavior-based and transaction-triggered messaging
- Performs end-to-end monitoring of campaign execution and performance
- Develops testing strategies to optimize business performance

Customer Management and Thought Leadership

- Develops, presents, and advocates for marketing strategies and budget for multiple iLottery partners
- Leads the evolution of our marketing capabilities by identifying opportunities to grow through technological innovation
- Helps staff and customers remain current on email and SMS best practices and U.S. CAN-SPAM and Canadian CASL compliance requirements
- Continually researches retention marketing trends and technologies and funnels best practices to internal and external stakeholders
- Works both independently and collaboratively with internal and external cross-functional teams

Staff Management and Leadership

- Leads and mentors two direct reports. Hires additional staff, as needed.
- Develops, documents, and implements standards and processes to increase efficiency.
- Other duties as assigned

Experience and Requirements

- +10 years of digital marketing experience
- +5 years managing staff
- Familiarity with CRM technology including ESPs, Marketing Automation platforms and other CRM tools such as Marketo, Salesforce, or Exponea
- Passion for customer experience and increasing the value of customers
- Strategic planning skills: strong strategic thinker, ability to search for insights, and shepherd a strategic idea
- Experience in the iGaming industry and knowledge of sports and/or sports betting a plus
- Attention to detail, experience with quality control
- Responsible, detail oriented, well organized, independent, ability to learn quickly, multi-tasking, great interpersonal skills, team player
- BA/BS Marketing or equivalent experience

Benefits

- Company provided laptop and cell phone
- Comprehensive Health, Vision, and Dental benefits
- Life and AD&D Insurance
- 401k retirement savings plan (for US employees only)
- Profit Sharing Plan
- Paid vacation and personal time
- Employee Assistance Program (EAP)
- Opportunity for career development
- Fun & exciting work culture



About NeoPollard Interactive

Born in the digital domain, NeoPollard Interactive LLC (“NPi”) is an award-winning supplier of best-in-class iLottery solutions to the North American lottery market. Serving the largest share of U.S. lotteries that currently sell online, NPi helped pioneer the successful introduction of iLottery in the U.S. and, is North America’s proven partner of choice to enable regulated lotteries to design and deploy complex gaming solutions in support of generating incremental revenue for good causes through the online channel. NPi offers cutting-edge technology, a full suite of managed services, and the industry’s top performing game content, as part of its innovative and comprehensive approach to partnering for iLottery success. Jointly owned by Pollard Banknote Limited (TSX: PBL) and NeoGames S.A.(Nasdaq: NGMS)—both globally recognized industry leaders—NPi powers the most profitable iLottery programs. Visit us at www.neopollard.com.

Pollard iLottery Inc. provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.

